

# Business Gateway Initiative

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## Advisory Group Meeting

APRIL 13, 2005

**Meeting Facilitator:**

- Justin Van Epps SBA

**Knowledge Agent:**

- Marisol Rodriguez PMO

**Meeting Participants:**

Toby Henderson, DOE  
James Hyler, DOEd  
Bill Burdett, DOJ  
Cesar DeGuzman, DOL  
Steven Lott, DOT  
Joe Sierra, EPA  
Bruce Borzino, GSA  
Keith Thurston, GSA  
Kelly Wong, HUD  
Phyllis Gattos, Treasury  
Gladys Myatt, Treasury  
Leslie Nanne, USDA  
Kate Donohue, DOL  
Nate Zuckerberg, GSA  
Shiovani Desai, OMB  
Charles Havekost, HHS  
Jack Stoute, HHS  
Adjoa Cathcart, SBA  
Joyce Hardy, SBA  
Cameron Hogan, SBA  
Kim McGoff, SBA  
Jiyoung Chung, SBA

**Meeting Location and Time:**

2<sup>nd</sup> Floor, Eisenhower Conference room, Side A, 1:00 – 2:30 PM

**Meeting Notes:**

- Justin Van Epps provided an introduction and reviewed the meeting agenda

**Meeting Agenda:**

- Content Management Update
- Business Gateway Strategy Presentation
- Project Updates

**Content Management Update:**Governance Model

- The concerns about the governance model (resource request and complexity of design), were taken back to the working group for discussion.

- Currently, the PMO is asking that each agency provide a resource to serve as the Agency Coordinator. At this time, the current Portal Working Group members will be considered the Agency Coordinator. If this is not the right person, each agency is urged to identify another content manager by COB April 15<sup>th</sup>. This person will commit no more than 8 hours a month to help with the business.gov content. The PMO is also asking for Advisory Board's support for maintaining the site.
- The governance model was accepted with the following concerns heard:
  - Making sure that the governance model will eliminate redundancies/responsibilities.
  - Concern that we might be over committing the resources that we have.
  - Because the content resides on individual sites, it is important to make sure that link and access to content is updated so that they will not have to post to different places.
  - A suggestion was made that the PMO should also go to other initiatives that are going down this road to get best practices and lessons learned. They should also start looking to usability studies to find out what people need, this will ensure that we are not wasting time and efforts.

#### BG Collaboration with ICGI

- ICGI has been tasked with looking at all the laws that the federal government websites have to follow. A Web Managers Working Group was created out of this task to ensure that sites are "citizen centric and user friendly." The working group has created a tool kit for web managers that can be found at [www.webcontent.gov](http://www.webcontent.gov). This working group is an easy way to get access and instant feedback and will promote the collaboration that is needed with BG. The working group was created to look at the following specific issues:
  - Cross Agency Process Task Force
  - Governance Structures
  - Marketing and Outreach
  - Other Governments
  - Usability
  - Metrics
  - Plain Language

#### **Business Gateway Strategy Presentation:**

- The draft Strategy Roadmap was presented. There is a need to make sure that a strong foundation is present, which has now been the case for the past 6 months, as has a good program management. The strategy is being looked at from a few angles, other than Program Management. The first is Governance, which is looking at how to make decisions collectively but also moving the project forward. The second is Budget and Planning, from the dollar perspective and as a resource. The third is Communications and Outreach, in which we are trying to figure out what the business community really needs from the government. We will then decide how to get the information about what we can do for them out.

- It is important to mention that the Hill, OMB are our current drivers. It is hoped that the business community can become a driver also. Eventually we should be looking to state and locals to also help drive this process.
- The five initiatives are listed and will each have roadmaps of their own after interviews have been conducted. Those initiatives are: data harmonization, forms catalog, forms processing, compliance assistance, business.gov portal
- The operating principals of the Business Gateway are to continue to ask ourselves “How are we helping? What are we doing? Why are we doing this?”
- There are still parts of the strategy that are being worked out. For example, there is a need to figure out how to tie the pieces to state/local and the business community together. Kim McGoff has been brought in to help with this strategic approach. It is important to mention that repeatable methodologies, best practices, lessons learned tool kit will be created during this strategic journey.
- The Advisory Group was given an opportunity to give their reactions to the draft strategy roadmap. The following are a sample of those reactions:
  - The map is overall helpful and it is good to see that other drivers will be involved besides those that were prescribed in the past.
  - E-Gov should be added as another driver of the process.
  - As it is now, the roadmap is not usable in any other venue because SBA's logo is in the corner. The logo will be removed.
  - There was a question as to where citizens fit in.
  - The Business.gov portion needs to call out that content management falls into this category.
  - Privacy should be included in the program management section.
  - Does the International business community have a piece of the Business Gateway?
  - There is a need to focus on the value added, instead of the process which is much of what is presented currently.
    - Ex. Save time and money for the business community
    - Ex. Outcomes: To facilitate the access of the business community to what they really need
  - Currently the outcomes are really outputs. These should be updated.

**Project Updates:****Engaging the business community**

- The Rockbridge company, who were recommended by E-grants, has been brought in to do focus groups that will hit the functional areas and different types of companies to interview (i.e. small to large, outside the beltway, trade associations and other key organizations). These focus groups should be concluded by the end of April, beginning of May, at which time Rockbridge will present their findings to the Governance Board and the AG on April 29<sup>th</sup>. If interested, AG members are welcome to sit in and listen to the focus group sessions.

Next steps regarding forms processing

- LMI is finalizing their study which will then become a starting point to begin dialog through facilitated meetings to discuss what we should be doing in the area of forms processing which should occur in the beginning of May. AG members may want to bring representatives that deal with forms processing regularly into these meetings.

Project Highlights and Needs

- The data harmonization position description has been put together and was handed out. We are looking for someone to provide thought leadership and who will be supported through contract support and working groups. Justin is currently bringing in acquisition support, however, many of the SOWs have already been written.

**Action Items/Next Steps:**

<b>Action Item List</b>			
<b>#</b>	<b>Description</b>	<b>Owner</b>	<b>Due Date</b>
1	Will have an offline conversation with Education regarding governance acceptance	<b>Justin</b>	asap
2	Will inform Adjoa if their POC for this has changed and is not the delegate to the Portal Working Group	<b>Advisory Group members</b>	COB April 15 <sup>th</sup>
3	Will help the strategy team articulate what needs course correction and will help populate the outcomes	<b>Advisory Group members</b>	ongoing
4	Those who know someone to fill the Data Harmonization lead should send their submissions to Justin	<b>Advisory Group members</b>	asap
5	Will contact Justin if they know of a vehicle that could be leveraged to obligate the dollars	<b>Advisory Group members</b>	ongoing
6	Will send the Data Harmonization position description to the AG electronically	<b>Jiyoung</b>	April 15 <sup>th</sup>